

Office of Public Affairs National Training Conference
Dallas, Texas, August 14 - 17, 2000
Registration

First Name: _____ Last Name: _____
Title: _____ Station Name*: _____
Address: _____
City: _____ Work Number: _____ - _____ - _____
State: _____ Zip Code: _____ Fax Number: _____ - _____ - _____

* The information you provide in "Station Name" will be used on your nametag, e.g., HCS versus facility name.

Administration: ☐ VHA ☐ VBA ☐ NCA ☐ VACO ☐ Other: _____

PAO Status: ☐ Full-time ☐ Part-time

Have you ever attended an OPA-sponsored Training Conference? ☐ Yes ☐ No If yes, how many? _____

My Regional OPA is: ☐ New York ☐ Washington, DC ☐ Atlanta ☐ Chicago ☐ Denver ☐ Los Angeles ☐ Dallas

Course Selection

PAOs must select a total of 24 hours of training, including the breakouts, the plenary session and the closing session, which are required. Early Bird sessions and the evening classes are optional, and do not count towards the 24 hours of training required.

Tuesday, August 15, 2000

Early Bird - Optional ☐ History of VA (7:00 - 7:45 a.m.)

Morning Session A

☒ Regional Breakouts (8:00 - 9:45 am)

Afternoon Session A

- ☐ Basic TV Training (1:30 - 5:15 p.m.)
- ☐ Pitching Medical/Science Stories (1:30 - 3:15 p.m.)
- ☐ Basic Media Relations (1:30 - 3:15 p.m.)
- ☐ Customer Focused Public Affairs (1:30 - 3:15 p.m.)
- ☐ Facility Special Events (1:30 - 3:15 p.m.)
- ☐ Confrontational Skills (1:30 - 3:15 p.m.)

Evening Class - Optional ☐ Internet and Media Relations (6:00 - 9:00 p.m.)

Morning Session B

☒ Plenary Session (10:00 a.m. - 12:00 p.m.)

Afternoon Session B

- ☐ ***Continuation***, Basic TV Training (1:30 - 5:15 p.m.)
- ☐ Marketing & Research (3:30 - 5:15 p.m.)
- ☐ Congressional Relations (3:30 - 5:15 p.m.)
- ☐ Morale Building Communication (3:30 - 5:15 p.m.)
- ☐ Accessing Cable (3:30 - 5:15 p.m.)
- ☐ Minority Media Relations (3:30 - 5:15 p.m.)

Wednesday, August 16, 2000

Early Bird - Optional ☐ Public Affairs in Government vs. Public Relations in the Private Sector (7:00 - 7:45 a.m.)

Morning Session A

- ☐ Basic TV Training (8:00 - 11:45 a.m.)
- ☐ Tour of Texas Cable News (8:00 - 11:45 a.m.)
- ☐ Communicating with VSOs (8:00 - 9:45 a.m.)
- ☐ Basic Community Relations (8:00 - 9:45 a.m.)
- ☐ NCA Issues (8:00 - 9:45 a.m.)
- ☐ Public Speaking (8:00 - 9:45 a.m.)
- ☐ VBA Issues (8:00 - 9:45 a.m.)

Afternoon Session A

- ☐ Round Tables (1:30 - 5:15 p.m.)
- ☐ Tour of Texas Cable News (1:30 - 5:15 p.m.)
- ☐ Basic Media Relations (1:30 - 3:15 p.m.)
- ☐ Freedom of Information Act (1:30 - 3:15 p.m.)
- ☐ Advanced TV Training (1:30 - 3:15 p.m.)
- ☐ Branding (1:30 - 3:15 p.m.)
- ☐ Legal Issues (1:30 - 3:15 p.m.)

Evening Class - Optional ☐ Website Content and Design (6:00 - 9:00 p.m.)

Morning Session B

- ☐ **Continuation**, Basic TV Training (8:00 - 11:45 a.m.)
- ☐ **Continuation**, Tour of TCN (8:00 - 11:45 a.m.)
- ☐ Public Affairs and Labor Unions (10:00 - 11:45 a.m.)
- ☐ Newsletter Development (10:00 - 11:45 a.m.)
- ☐ Freedom of Information Act (10:00 - 11:45 a.m.)
- ☐ VA and Film (10:00 - 11:45 a.m.)
- ☐ Public Affairs and Stand Downs (10:00 - 11:45 a.m.)

Afternoon Session B

- ☐ **Continuation**, Round Tables (1:30 - 5:15 p.m.)
- ☐ **Continuation**, Tour of TCN (1:30 - 5:15 p.m.)
- ☐ Basic Public Affairs Writing (3:30 - 5:15 p.m.)
- ☐ Advanced Writing (3:30 - 5:15 p.m.)
- ☐ Advanced TV Training (3:30 - 5:15 p.m.)
- ☐ Crisis Communications (3:30 - 5:15 p.m.)
- ☐ Innovative Public Affairs (3:30 - 5:15 p.m.)

Thursday, August 17, 2000

Early Bird - Optional ☐ Time Management (7:00 - 7:45 a.m.)

Morning Session A

- ☐ Computers and Public Affairs Products (8:00 - 11:45 a.m.)
- ☐ Character Building Public Affairs (8:00 - 9:45 a.m.)
- ☐ Basic Public Affairs Writing (8:00 - 9:45 a.m.)
- ☐ Advanced Writing (8:00 - 9:45 a.m.)
- ☐ Strategic Public Affairs Planning (8:00 - 9:45 a.m.)
- ☐ Crisis Communications (8:00 - 9:45 a.m.)
- ☐ Advanced Media Relations (8:00 - 9:45 a.m.)

Afternoon Session A

- ☐ VHA Breakout (1:30 - 2:30 p.m.)
- ☐ VBA Breakout (1:30 - 2:30 p.m.)
- ☐ NCA Breakout (1:30 - 2:30 p.m.)
- ☐ RCS Breakout (1:30 - 2:30 p.m.)

Morning Session B

- ☐ **Continuation**, Computers & PA Products (8:00 - 11:45 a.m.)
- ☐ Reputation Management (10:00 - 11:45 a.m.)
- ☐ Marketing vs. Public Affairs (10:00 - 11:45 a.m.)
- ☐ Ethics and Public Affairs (10:00 - 11:45 a.m.)
- ☐ Public Affairs Measurements (10:00 - 11:45 a.m.)
- ☐ Public Speaking (10:00 - 11:45 a.m.)
- ☐ Advanced Media Relations (10:00 - 11:45 a.m.)

Afternoon Session B

- ☒ Closing Session (2:45 - 5:30 p.m.)

For more information about the OPA National Training Conference 2000, check the conference brochure and/or visit the OPA website at vaww.va.gov/pubaff/opaindex.htm.

Please return your completed registration form to your OPA Regional Office by **Friday, May 19, 2000**.